



Conservation Services Group – Promoting ENERGY STAR® in New England



One of the ENERGY STAR labeled homes featured in the Conservation Services Group parade of homes.

Conservation Services Group (CSG), of Westborough, Massachusetts, is a nonprofit organization that specializes in the design, development, and delivery of innovative and cost-effective energy efficiency programs for electric and gas utility companies throughout the United States. In particular, CSG has been very active in increasing awareness of energy efficiency and the ENERGY STAR Program by conducting home energy ratings, marketing the program to consumers, and recruiting builders.

In New England, CSG works with a consortium of electric and gas utilities, the Joint Management Committee (JMC), to implement the national ENERGY STAR standards for homes and other products in the region. The JMC has developed a comprehensive marketing, certification, and technical support program for home buyers and builders in Massachusetts, Rhode Island, and New Hampshire, to educate consumers about the value of ENERGY STAR. "CSG is making it cost-effective for utilities to invest in energy efficiency initiatives, while simultaneously building consumer demand through a marketing and educational outreach campaign," said John Livermore, communications coordinator, CSG.

The JMC makes ENERGY STAR the logical choice for new home buyers by sponsoring home performance testing and inspections, appliance and lighting rebates, and home energy ratings. To help educate consumers about the incentives and benefits of energy-efficient housing, the committee has sponsored weekly advertisements in all major daily newspapers in Massachusetts and Rhode Island, and hosted a well-attended ENERGY STAR Open House Tour. As a result of their marketing efforts, JMC has seen a significant increase in the number of ENERGY STAR labeled homes being built in New England.

Through their work with the JMC, CSG actively recruits builders and trade allies into the Homes program and conducts home energy ratings. Since joining the program, CSG has recruited more than 70 Partners and Allies, including several major builders in the New England area, and has rated more than 300 ENERGY STAR labeled homes.

ENERGY STAR relies on its partnerships such as this one with CSG to promote ENERGY STAR labeled homes and energy efficiency.

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—John Livermore